

JAVIER SALAZAR

AD CREATIVE / PROJECT MANAGER

OBJECTIVE

In search of a refreshing, long-term career route where I can continue to use my managerial and marketing skills for more meaningful actions such as helping the community around me.

EDUCATION

COPYWRITER/ SOCIAL MEDIA STRATEGIST/ VALEDICTORIAN

Miami Ad School | SF, NY, CDMX | 2018-2020

BACHELOR OF ARTS MASS COM. JOURNALISM ADVERTISING

CSU Fresno | 2012-2018

QUALIFICATIONS/ SKILLS

- Community Oriented: understanding of diversity within communities & "support earns support"
- Spanish & English highly literate
- Team Leader
- Work driven: from butcher to NYC creative, job must get done
- Extremely organized (ADHD level): ALWAYS plan and prep before to achieve later
- Yet, pretty flexible: Best plans come with much room to improvise
- Tech savvy: Excel, Apple Numbers, or Adobe creative program for graphs, budgets, schedules, maps, layouts, designs, etc
- Social Media savvy
- Copywriter: translate words into simple, direct writing easy to understand depending on target audience

CONTACT

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EXPERIENCE

MANAGER/ SOCIAL + EVENT COORDINATOR

Mercado Del Valle | 2020 -present

- Manage 10+ team members serving 300+ daily customers.
- 6,000+ followers, 92% engagement increase on social
- Cater, organize public/ private events (youth sports, school functions, 911 Memorial) serving 50-500+ people.
- Excel or Adobe creative programs to create schedules, budgets or layout, map and prepare upcoming events.
- **2022's Best Meat Market in King's County: Hanford Sentinel**

MDV GIVE-BACKS

ORGANIZED EVENTS WITH OTHER BUSINESS/ COMMUNITY LEADERS THANKING THE PUBLIC FOR THEIR ONGOING SUPPORT

- **Toy Drive:** 3 years of successful drives, started with 1 sponsor (MDV) to 10+ current sponsors, up to 5000+ gifts to children in the area
- **Pandemic Give Away:** serve lunch for 300+ Ag workers, pass out 5000+ goody bags (groceries and home needs) for needing families in the area.
- **Prize Raffle:** Bi-annual raffle to prize long-time customers from free groceries to 60' TVs.
- Give notice to events through self produced social posts, 600+ flyers/ posters designed and printed myself

COPYWRITER/ WEB DESIGNER

Freelance | Grey Group Agencies | 2019 - 2022

- Provide local businesses with professional brand recognition through online or print; otherwise an inconvenience to attain from traditional ad agencies.
- soloriosorganic.com | 4seasonsrenovates.com | bonitalashbar.com
- Content creator Gillette Treo launch; a razor built for caregivers to shave their loved ones
- Content creator Marcus Graham Project 2019 icr8 bootcamp: Ad school focusing on opportunities for minority creatives